

# Jen Brigham

Building resilient and scalable solutions that exceed business needs, elevate user experiences, and drive digital transformation. My expertise spans planning, implementation, and strategically leading teams through all web project phases, digital marketing best practices, and evolving web standards to create purpose-built solutions. I'm committed to continuous improvement, responsible solutions, and compassionate collaboration.

## EXPERIENCE

### Senior WordPress Solution Architect | Americaneagle.com

SEPT 2024 - PRESENT

- Collaborate with stakeholders to understand complex needs and requirements
- Evaluate and select appropriate technologies for effective solutions
- Create comprehensive technical plans for executing chosen solutions
- Work cross-functionally to ensure effective implementation
- Develop and maintain architectural standards and best practices
- Ensure solutions meet performance, scalability, and security requirements
- Providing technical guidance and support to development teams

### Director of Web Development | Windmill Strategy

2020 - JULY 2024

#### Key Accomplishments

- Technical owner of the agency's development stack, oversaw the transition from ACF to the block editor, managing monthly improvement sprints with the design and development team that resulted in an average of 30% profitability on all website builds since 2020, exceeding agency goal of 15%.
- Inherited overloaded agency dedicated server, responsible for hosting 100+ websites. Initiated WP Engine agency partner program to decouple hosting from maintenance & security plans, migrating over 80 websites to client-procured dedicated accounts, allowing the team to focus more proactively vs reactively on client sites.
- Developed and implemented robust pricing frameworks that maximized profitability while remaining competitive in the marketplace.
- Through these efforts, I significantly contributed to the agency's revenue growth and enhanced our reputation for delivering high-quality, well-scoped web development solutions.

#### Core Responsibilities

- LMA (Leadership, Management, and Accountability) for a senior team of design and development professionals, fostering a culture of growth, autonomy, trust, and innovation.
- Created processes, goals, and expectations for the team, regularly assessed individual and team performance, and provided feedback and coaching.
- Held a seat on the leadership team, guided high-level agency direction, owned direct report hiring processes, and managed all web day-to-day operations.
- Technical lead for prospective and existing client sales conversations, including technical assessments, architecting strategic recommendations, creating proposals, and scoping all technical deliverables and timelines.
- Fostered strong relationships with clients, clearly communicating technical details and value propositions to secure new business and retain existing clients.
- Technical lead and architect for the agency, providing effective and strategic success for our team and clients.

[jenbrigham.com](http://jenbrigham.com)

[jenbrigham@gmail.com](mailto:jenbrigham@gmail.com)

[linkedin.com/in/jenbrigham](https://www.linkedin.com/in/jenbrigham)

Minneapolis, MN

## EDUCATION

**Bachelor of Arts in Advertising and Business** | University of St. Thomas 2005 - 2009

**Certifications in Web Design and Development** | Minneapolis College 2011 - 2013

## SKILLS

Leadership and Team Management  
Strategic Planning and Execution  
Process Improvement and Optimization

Technical Guidance and Mentorship  
WordPress Development (PHP, HTML, SASS, JS / jQuery, React, theme.json)

Digital Marketing Best Practices  
Sitemaps, Wireframes, Information Architecture and User Experience  
Technical / Page-speed Optimization

Accessibility and Compliance  
Server Support (Hosting / Maintenance / Security)

## PROFESSIONAL TRAINING

EOS / Traction Leadership and Management, EO Executive Forum, Win Without Pitching

## TECHNICAL PROFICIENCIES

Google Suite (Drive, Docs, Sheets, Slides), WordPress, WP Engine / Flywheel, Github / Bitbucket, VSCode / Sublime, Terminal, Transmit, Moqups, InVision, Figma, Sketch, Adobe Creative Suite, HubSpot, Trello, Smartsheet, BugHerd, Browserstack, Google Marketing Platform (GA4, GTM GSC, PSI, GLS), Screaming Frog, SEMRush, ACF, Gravity Forms, Yoast, Rank Math SEO, Slack, 1Password, Proposify, Mac, the beat goes on.

- Defined and enforced all website procedures, coding standards, documentation, best practices, responsible development philosophy, and quality assurance processes for high-quality deliverables.
- Owned client website security and maintenance plans, encompassing server administrative tasks, upgrades, and other responsibilities through WP Engine's Agency Partner Program.
- Managed and sustained strong vendor and contractor relationships, onboarding, tooling, and processes, ensuring the extended team represented the company's goals and vision.
- Stay updated with the latest digital trends and technologies, accessibility, and compliance requirements, providing technical guidance and support to the team.

## **Web Developer & Designer | Windmill Strategy**

2018 - 2024

- Developed custom WordPress websites utilizing the native block editor, theme.json, custom React / ACF blocks, PHP, HTML, SASS/SCSS, and JavaScript/jQuery.
- Architected and implemented marketing automation solutions and integrations including APIs, CRMs, PIMs, MAT, and more.
- Created and executed UI/UX strategy including sitemaps, wireframes, content strategy, and website designs.

## **Manager, Web Design & Development | Gruen Agency**

2015 - 2018

### **Key Accomplishments**

- Started the website department, creating a new service offering at a PPC-focused digital marketing agency. Grew a team of design and development professionals.
- Created systems, processes, tech, and tools seamlessly integrated cross-functionally to support the PPC, SEO, Social, and content departments' strategy and goals.

### **Core Responsibilities**

- Provided direct reports with well-defined job expectations, ongoing performance feedback, coaching, mentoring, training, and conflict resolution.
- Developed custom WordPress themes or Genesis framework with ACF (pre-Gutenberg days), integrated third-party tools/APIs, implemented digital marketing initiatives, and maintained client websites post-launch.
- Performed website audits – assessed usability, accessibility, responsive issues, page speeds, browser compatibility, and technical SEO issues.
- Executed UI/UX strategy including sitemaps, wireframes, and website designs.
- Designed web graphics for digital advertising, marketing materials, and social media assets.

## **Web Developer & Graphic Designer | Mighty Media**

2013 - 2015

## **Graphic Designer | Dakota Jazz Club**

2011 - 2013

## **Graphic Designer | Alliance Française de Minneapolis – St. Paul**

2009 - 2011